



Actual



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Fairs

INTERCOOL DÜSSELDORF - D
23-25/09/2012
Building 9 - Stand 9F40
www.intercool.de

PIR MOSCOW - RU
25-28/09/2012
Krokus-expo
Hall 14 - Building 3 - Stand 2F90
www.pir.ru

CONXEMAR VIGO - ES
2-4/10/2012
Vigo Exhibition Center
Zone F-G - Stand G10
www.conxemar.com

SIAL PARIS - F
21-25/10/2012
Parc des expositions
Paris Nord Villepinte
Hall 6 - Stand 6F087
www.sialparis.com

**ALLES FÜR DEN GAST
HERBST SALZBURG - A**
10-14/11/2012
Messezentrum Salzburg
www.gastmesse.at

HORECA EXPO GHENT - B
18-22/11/2012
Flanders Expo Ghent
Hall 3 - Stand 3315
www.horecaexpo.be



092012-01

Innovation and durability, our trump cards

Ardo invests a lot of effort in the development of new products. In our research departments, **we search for the right combinations of fresh-frozen fruit and/or vegetables and for new high-quality products which align with our customers' needs.** This keeps the choice of products up-to-date and we frequently launch new and exciting concepts. And that is not all! The same drive to keep up-to-date also makes Ardo strive to continuously improve our existing products. An example is our Spinach 'Foglia', an attractive 'layered spinach', where the young spinach leaves keep their texture and shape even better. The next few pages will tell you all about this and other new and fascinating Ardo developments.

Alongside innovation, Ardo is totally committed to sustainability. In mid 2012, bio-methane installations were introduced at 2 of our sites. Thanks to the unique concept of biomethanation Ardo is now able to convert vegetable waste deriving from the processing of vegetables into energy and composts. For the third year in a row, we have also published our **Corporate Responsibility Report** which underlines our commitment to the planet, people and our products. Further on in this edition you can read more about the sustainable initiatives which this report covers. You can download the full report from www.ardo.com.

The Ardo website is being completely overhauled to make its structure simpler to follow and easier to use. Take a look at www.ardo.com today.

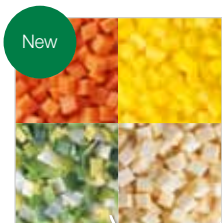
We hope to have the opportunity to meet you at one of the **trade fairs** where Ardo will be taking part in the autumn. There you will be able to discover and taste our new products and go through the extensive range with an Ardo sales representative.

Have an enjoyable read!

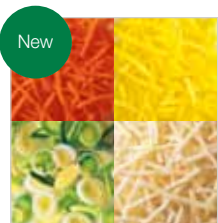


*Spinach
'Foglia'*

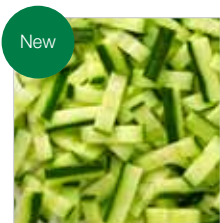
Ardo's range in a nutshell



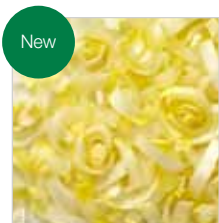
Brunoise Prestige



Julienne Prestige



Cucumber



Chicory



Sugar snaps

Classics

An extensive range of user-friendly blanched vegetables, both classics and new varieties.



Prefried onion



Potatoes



Rice



Pasta



Vegetable purées

express

A wide range of precooked, prefried and grilled products.



Ready-to-eat salads



Risotto



Roast Supreme



Vegetable stews



Prepared vegetables, with subtle herbs and/or a complementary sauce.



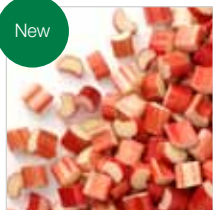
Fruit Brunoise



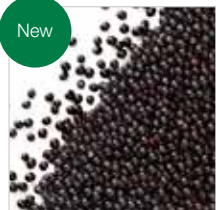
Blueberries



Gooseberries



Red rhubarb



Elderberries

Les Fruits

A varied range of perfectly ripe fresh-frozen fruit and fruit mixtures, ready to eat or for cooking in no time at all.



Onion rings



Vegetable burgers



Vegetable sticks



Broccoli nuggets

Les Tapas

Tasty fried vegetable snacks.



Tomatoes



Mushrooms



Onions



Peppers



Broccoli mix

Bio Organic

A varied and high-quality range which draws on Ardo's many years of experience in organic market gardening.



Dill



Chives



Basil



Garlic

Fines Herbes

A wide variety all year round herbs, easily portionable.

New products



*Preserves
the natural
leaf shape
± 125g/portion*

Spinach 'Foglia'

These attractive looking 'spinach layers' where the young spinach leaves keep their texture and shape even better, are the result of a new production process at Ardo. As the name suggests the complete spinach leaves are stacked in layers on top of each other and are then cut into portions of 125 grams. The leaves are harvested when still very young, so are extremely tender. You can easily divide this spinach into portions depending on how you are cooking or preparing it. Also ideal for assembly kitchens

Available in 4 x 2,5kg.
Art.code: S6B610

Retro vegetable mix

The Retro vegetable mix is a mixture of coarsely chopped Jerusalem artichokes, parsnip, celeriac, pumpkin, carrot and red onion. The ingredients are perfectly blended to achieve the ideal balance of colour, flavour and preparation time. Perfect served with steamed or baked fish, meat or poultry.

Available in 4 x 2,5kg.
Art.code: MVG610



Duo Zucchini

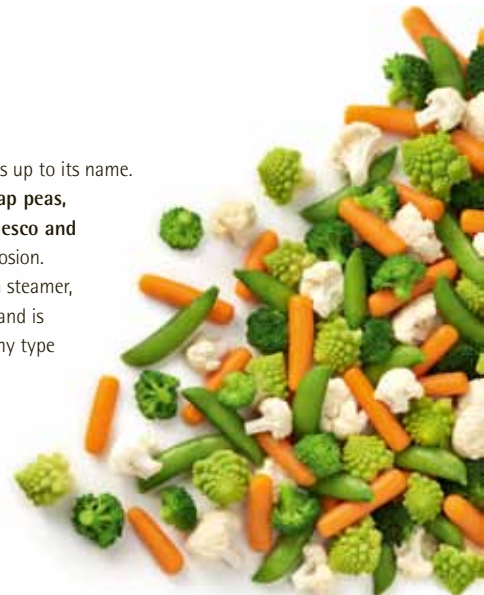
A touch of Mediterranean flair is guaranteed with this mix of yellow and green courgettes. The vivid combination of colours and the even, flat slices of the vegetables form the perfect basis for any dish with a subtle touch of the Mediterranean. Duo Zucchini is easy to prepare in the oven, pan or steamer.

Available in 4 x 2,5kg.
Art.code: CS2610

Gala mix

This colourful mix certainly lives up to its name. The combination of sugar snap peas, baby carrots, broccoli, romanesco and cauliflower create a taste explosion. Gala Mix is easy to prepare in a steamer, saucepan or in the microwave and is a superb accompaniment for any type of meat, fish or poultry.

Available in 4 x 2,5kg.
Art.code: MGO610



Fennel

Fennel is a delicious and very healthy vegetable with many different uses. It also contains numerous positive nutritional elements.

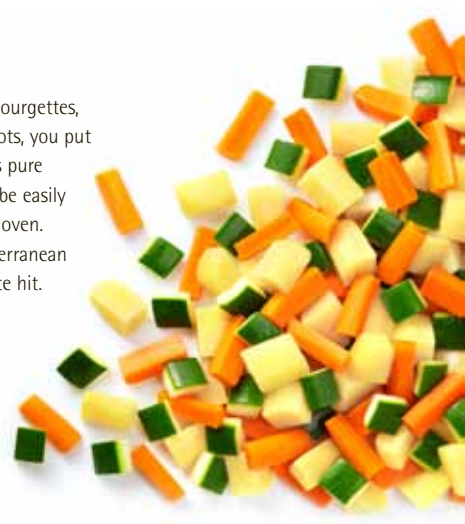
The vegetable is easy to prepare as an ingredient for salads, soup, quiches or oven dishes, as an accompaniment for fish or meat, or as far as the imagination allows!

Available in 4 x 2,5kg.
Art.code: VEN610

Contorno Italiano

With this colourful mix of diced courgettes, potatoes Rustica and orange carrots, you put the Italian flag on your table. This pure vegetable mix without herbs can be easily prepared in the frying pan or the oven. Add a dash of olive oil and Mediterranean herbs and you serve up a real taste hit.

Available in 4 x 2,5kg.
Art.code: MCT610



Sustainability

Ardo now generates its own green energy



On 12 July, Ardo presented its newly inaugurated biomethanation plant at Ardo in Ardooie (B). This ingenious process closes the loop of a continuous organic cycle: on the one hand, **vegetables and vegetable by-products are converted into green energy** (electricity and steam) that is used in the production of fresh-frozen vegetables, and on the other hand they are **converted into vegetable fertilizers that are used to grow vegetables for the following season**.

A similar biomethanisation plant has been inaugurated this year at the site in Geer (B) with similar results.

Download our third Corporate Responsibility Report

For the third year in a row, Ardo has published its Corporate Responsibility Report. In it, you can read about the efforts Ardo is making to ensure a **sustainable policy for the planet, for people and for products**. A quick look at some of the sustainable activities over the last year:



Reducing packaging material

Thanks to investment in **new packing lines** on four sites, we can now offer our large size packages of 10kg and more in blue plastic bags. This reduces the volume of packaging, given that we are steadily moving away from packing in boxes with a plastic bag inside. Or in fact from double to single packaging!



Controlled field management

Under our policy of 'integrated field management', we are continuously looking for means to **reduce the use of pesticides**. So we are putting 'pheromone traps' in our pea fields, to measure the presence and activity of the 'pea moth'. This way, we avoid any unnecessary use of pesticides.



More digital communication

More and more internal and external communication at Ardo is taking the digital route (e.g. Ardo Digital), which **reduces paper consumption**. From the homepage on our website, you can register to receive these digital newsletters. Where we do still use paper, as in the case of the Corporate Responsibility Report or this newsletter then we always use FSC-certified paper.



You can download the entire report from www.ardo.com or request it from your contact at Ardo.

Ardo, close to its customers

A range tailored to your sector

We are making every effort to respond rapidly to our customers' wishes and needs.

This means our **retail customers** can count on Ardo for a broad range, suitably packaged, which provides the perfect answer for the lifestyle and the ever-changing behaviours of consumers.

For **foodservice customers**, we offer convenience products which meet the needs of professional kitchens and enables chefs to give a personal twist to the preparation.

Customers from the food industry can always rely on top-quality and products which suit their processes.



RETAIL SOLUTIONS



FOODSERVICE SOLUTIONS



FOOD INGREDIENTS

New employees

To reinforce Ardo Food Ingredients, **Frances Schutte** will now take over the role of Food Technologist. She takes over responsibility for technical product support for our customers, in collaboration with sales colleagues within Ardo Food Ingredients.

Demonstrating its commitment to the wholesale sector, Ardo UK has appointed **Carly Harris** and **Bev Senior** to manage the Southern and Northern regions respectively. They are the point of contact for all wholesalers and cash & carry outlets throughout the UK and on hand to support customers' needs.

To show Ardo's commitment to our UK retail customers, Ardo UK has appointed **Ross Currie** as Retail Innovation Manager. Ross is a trained chef by background and has worked in a number of food areas including chips and bakery equipment.

Market and harvest reports



In the last edition of Actueel we were already reporting the difficult start to cultivation and production at the beginning of the year. 2012 has now proven to be a year of extreme climate and temperature contrasts between the north and south. In northern Europe it has been very damp and cold, whereas the weather in southern Europe has remained very dry and hot.



Growth and production results for vegetable and fruit cultivation are normally much more dramatically affected by cold and particularly damp weather than by extreme drought. In the latter case, state-of-the-art sprinkler systems can be used to supply water in precise doses, thus largely compensating for the lack of rain.

It therefore comes as no surprise that southern Europe has much better prospects for cultivation than northern Europe. Persistent cold weather and excessive rainfalls in western and northern Europe had delayed the sowing and harvesting process by as much as two to three weeks.



Spinach was harvested late and the sowing and planting of other crops was postponed and even cancelled in some fields. Sowing schedules for **beans** had to be extended, even until after the last

possible sowing date in mid July. The **pea** harvest was also very chaotic. Despite the use of harvest machines which are specially adapted to work in soggy conditions, it was not possible to harvest all the fields on time. Due to these difficult sowing and harvesting conditions, very different crop yields have been produced in different growing areas.

The delayed supply of new produce in 2012, coupled with low stock supplies from 2011 and less favourable harvest results for particular vegetables, is causing market prices to rise.

This trend is being exacerbated by **the ever increasing demand for frozen vegetables and fruit in every market sector**, both in the traditional markets as well as in the new overseas export regions.

At the same time, cereals such as wheat and maize are still very expensive on the global market. The recent drought in North America has much to do with this. The impact on Europe is that our growers are being offered interesting and lucrative contracts for growing cereals, and this could definitely put the squeeze on the availability of vegetable growing areas.

Raw produce prices will therefore surely continue to rise in 2013, keeping the atmosphere in our sector rather tense.

Info 01.08.2012



Ardo news

The new Ardo website is online!



Perhaps you saw it already: at **www.ardo.com** you will now find a new, even fresher looking and more user-friendly website. In addition to the website layout, the structure has also been thoroughly revised.

From now on, you can find all the information about Ardo in the **corporate section**. Customers can find information related to their sectors in **three different sections**: Retail Solutions, Food Service Solutions and Food Ingredients. The Food Ingredients section is set up in a more technical way than the other sections. This means that as a producer you can quickly find the product that you need for your specific product process.

The **product database with search function** was expanded further with some extra search criteria, such as allergens, nutritional information, etc. The aim is to find the right information quickly and directly.

There is even **Ardo TV** showing our culinary advisors giving you useful tips on preparation and presentation, using both existing and new Ardo products. Curious? Take a look at **www.ardo.com** now.



Ardo is the most sustainable company in the Kent (UK) region

We are very proud to inform you that on 28th June, Ardo UK was awarded a 'Kent Excellence in Business Award' in the category 'Business Commitment to the Environment'. In their decision, **the jury said that Ardo had set a benchmark for other manufacturers and had made care for the environment a key element in its strategy.**

Culinary Ardo



Rice salad with fennel and red onions and feta

Ingredients for 6 people:

300g Ardo white rice, 150g Ardo fennel cubes, 100g Ardo sun-dried candied tomatoes, 2 tbsp Ardo chopped shallots, 1 tbsp Ardo chopped parsley, 1 orange, 1 grapefruit, 1 courgette, 120g feta, 3 tbsp white balsamic vinegar, 4 tbsp extra virgin olive oil, salt and pepper to season, a few cherry tomatoes and some salad leaves to garnish, wooden skewers

Preparation:

Defrost the white rice, fennel cubes, sun-dried candied tomatoes and shallots. Mix in a salad bowl. Peel the orange and grapefruit and cut them into small cubes. Add to the rice and vegetables. Chop the feta into cubes and add them to the salad. Prepare the vinaigrette dressing by mixing together the salt, pepper and balsamic vinegar, followed by the olive oil and parsley. Pour the dressing over the salad. Cut the courgette into thin slices with a knife or a mandoline. Form the slices into rolls to be filled with salad. (Hold the rolls together at the base with a wooden skewer before filling them with salad.) Arrange the courgette rolls on the plate and fill them with the salad. Garnish with the salad leaves and cut cherry tomatoes.

Spinach 'Foglia', Rustica potatoes and pan-fried salmon fillet

Ingredients for 6 people:

6 portions of Ardo Spinach 'Foglia', 300g Ardo rustica potatoes, 600g salmon fillet with skin on, 90g goat's cheese, 25cl crème fraîche, 20g cold unsalted butter, 2 tbsp extra virgin olive oil, salt and pepper to season, salad leaves and cherry tomatoes to garnish, wooden skewers

Preparation:

Defrost the Rustica potatoes, place them on the wooden skewers and fry in hot olive oil (5 or 6 potatoes per skewer). Keep warm. Heat the Spinach 'Foglia' portions, seasoning them on both sides. Keep warm. Heat the crème fraîche and add the goat's cheese, cut into cubes. Continue heating to form a smooth sauce, adjusting the seasoning with salt and pepper if necessary. Fry the salmon fillets in olive oil, ensuring they remain pink and soft. Serve by placing the spinach on the plate first, with the salmon fillet on top and the potato skewer beside it. Cover half of the salmon fillet and spinach with sauce. Decorate the plate with a few salad leaves and slices or quarters of cherry tomatoes.



Delicious!

Discover many other surprising recipes on www.ardo.com!



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Ardo, close to its customers worldwide


In order to be close to our customers, we have sales offices with our own sales staff in every country in which we operate. They are then able to follow up on your interests close at hand and react quickly to any enquiries.





We preserve nature's precious gifts


www.ardo.com


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